

PRESS RELEASE

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The East Coast's Largest Independent Food Broker Hires Ad/Marketing Firm to Help Drive Business

Billerica, MA, November 18, 2009 – John Saidnawey, Chief Operating Officer of Johnson, O'Hare Company, is pleased to announce the appointment of Single Source Marketing to enhance and execute Johnson, O'Hare's corporate FSI Program. This ad campaign releases millions of high value coupons in the New England and Albany marketplaces.

"We are very excited to work with Single Source," said Saidnawey. "There are many advertising and marketing firms, but there are very few that truly understand the food business from beginning to end. Single Source is one of those firms."

"It is no secret how well respected Johnson, O'Hare is in the food industry," said Rick Alpern, President of Single Source Marketing. "We look forward to collaborating on this marketing initiative which will help drive more case sales at the chain level as well as pull product through to the consumer."

About Johnson, O'Hare

Founded in 1956, the Johnson, O'Hare Company has grown into the largest independent food broker on the East Coast with over \$1 billion in annual sales. Johnson, O'Hare serves all classes of retail trade including grocery, mass merchant, club and drug. Representing almost 400 manufacturers, JO'H offers expertise in all product categories at both headquarter and retail levels. Visit the JO'H website at www.johare.com for more information.

About Single Source

Single Source is a full service marketing, advertising and promotions agency located in Danvers, Massachusetts. Single Source's clients include The Lowell Five Cent Savings Bank, Dunkin' Donuts, Sentinel Benefits & Financial Group, Backyard Farms, JB Sash & Door and other businesses in a wide variety of industries. For more information about Single Source, visit: www.singlesourcepromo.com.

